



# NEWS RELEASE

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## ***NATIONAL SATELLITE BROADCAST FOR WOMEN BUSINESS OWNERS SCHEDULED FOR AUGUST 30***

**WASHINGTON**—“*Millennium Management: Practical Advice to Grow Your Business*,” the second in a series of national satellite conferences designed to help women entrepreneurs develop winning small business strategies, will be broadcast Monday, August 30 at 7:30 p.m. (EST). The conference focuses on hiring and keeping good employees, creating a company culture, and the future of employee management. Participants will also learn about expanding their business operations to include international trade.

“This conference will help women enter the new millennium with the knowledge they’ll need to grow and manage their businesses,” said SBA Administrator Aida Alvarez. “It also gives them the opportunity to learn from fellow entrepreneurs and share their knowledge and experience with others.”

The conference program includes a question-and-answer session with the studio audience and call-in participants. Featured speakers for the session include:

**Courtney Price, Ph.D.**, chairman and co-founder of FastTrac, brings hands-on knowledge to entrepreneurs worldwide. She is the author of more than a dozen books, including *Tips and Traps for Entrepreneurs*.

**Loretta Kaminsky**, CEO and owner of Lou-retta’s Custom Chocolates, Inc., is an advocate for women in business and a member of the national advisory board of SBA’s Small Business Development Center Program.

**Jane Applegate** is an award-winning syndicated business columnist, broadcaster, author, speaker and entrepreneur. In 1998, she was named one of America’s Top 100 most influential journalists.

Women business owners can participate in the satellite conferences through many of the 3,800 Edward Jones investment company locations as well as SBA-sponsored small business development centers, chambers of commerce, business councils and other organizations nationwide. Organizations interested in receiving the downlink should contact the Edward Jones company at the number or Web site listed below.

The conference will be broadcast live from 7:30 p.m. to 8:30 p.m. (ET). Admission is free but seating is limited. To find the satellite locations nearest you and to reserve your seat, call **1-800-441-1384** or visit the Edward Jones and IBM Web sites at **www.edwardjones.com** or **www.ibm.com**. You may also access the Edward Jones site through the SBA's Online Women's Business Center at **www.onlinewbc.org**.

*"Millennium Money Matters: Financing for Stability and Growth,"* the final conference in the series, is scheduled for broadcast November 2. This conference will focus on financial issues, from how to apply for a loan to financing options in the 21<sup>st</sup> century. The first conference in the series, *Millennium Marketing: Practical Tips for Today and Tomorrow* is now available on videotape through your local Edward Jones office.

Cosponsors of the event include the investment firm Edward Jones, IBM, the U.S. Chamber of Commerce, the American Business Women's Association, the SBA's Office of Women's Business Ownership, and the agency's resource partners — SBA's Service Corps of Retired Executives and SBA's Small Business Development Center Program.

For more information on other SBA programs and services, contact the **SBA Answer Desk** at **1-800-8-ASK-SBA** or visit the agency's web site at **www.sba.gov**.

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*The U.S. Small Business Administration, established in 1953, provides financial, technical and management assistance to help Americans start, run, and grow their businesses. With a portfolio of business loans, loan guarantees and disaster loans worth more than \$45 billion, SBA is the nation's largest single financial backer of small businesses. Last year, SBA offered management and technical assistance to more than one million small business owners. SBA also plays a major role in the government's disaster relief efforts by making low-interest recovery loans to both homeowners and businesses.*

*America's 24 million small businesses employ more than 50 percent of the private workforce, generate more than half of the nation's gross domestic product, and are the principal source of new jobs in the U.S. economy.*

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